October 15th, 1993
INTERNATIONAL HERALD TRIBUNE - Daily

HEAR THIS

■ ARISE (Associates for Research in Substance Enjoyment), a group of scientists whose research appears to be sponsored by European advertising agencies, has produced the following "press information": A recent poll shows that, among Europeans, the three most popular ways of unwinding are taking a bath or shower, reading, and watching television. Sex apparently comes in 10th, after drinking tea or coffee. The usual national differences apply: "83 percent of Italians consider sex as a typical pleasure by comparison with only 62 percent of British respondents," the press release tells us, without further commentary, thank goodness.

2048373613

ARISE

Source: https://www.industrydocuments.ucsf.edu/docs/nyfl0000